

THE



NETWORK

*Where Future America Listens and Learns to Buy*

242-A YALE STATION, NEW HAVEN, CONNECTICUT

TELEPHONE State 7-0711

UNiversity 5-6400

GREGORY DAWSON  
GENERAL MANAGER

DONALD A. PEGG  
BUSINESS MANAGER

March 12, 1954

Station WPRU  
Attn: Technical Director  
Holder Hall  
Princeton, N.J.

Dear Sir:

On February 1st of this year, it was my privilege to be elected to the staff of the Ivy Network to fill a newly created position of Television Advisor and Sales Manager, after having served in a similar capacity with WYBC. Since that time, we have been considering the future of television in the college field not only from the standpoint of potential revenue for the stations, but also with respect to a training ground for personnel, both technical and production.

Although we have no concrete plans in mind at present, we have been looking into the not-too-far distant future when the Ivy Network radio stations might also have television facilities. Of course, the prerequisites to serious thought on this matter is to know in semi-detailed terms what the technical facilities of the various stations are. Therefore, I am asking that you forward to me a resume of your own stations particular technical set-up.

I would particularly like to know the following about your present transmission facilities:

- 1) Do you use telephone lines or coaxial cable (if so of what resistance) or other means (e.g. live)?
- 2) Do you have one or several transmitters (local or central)?
- 3) What are their respective power ratings?
- 4) What is the aggregate length of your transmissions lines?
- 5) Do your transmission lines run through steam tunnels or some other facility (if so, what)?
- 6) How many television sets would you estimate are on your campus (within your regular radio transmission range)?
- 7) What are the television channels available at your college or university?

BROWN: WBRU

CORNELL: WVBR

DARTMOUTH: WDBS

HARVARD: WHRB

PENNSYLVANIA: WXPB

PRINCETON: WPRU

YALE: WYBC